



Vision Recumbent Bicycles is pleased to introduce its product lineup for 2002. We are very excited this year about our new products and features. Here is an overview of what you will find in 2002 from America's premier recumbent manufacturer—Vision Recumbent Bicycles.

Instant Sizing.

All of our 2002 recumbent bikes (excluding the tandems) feature the improved Quick-Adjust system. With this system, fitting the bike to your leg length has never been easier. To adjust the bike for the rider's leg length, simply flip open a single quick-release lever and move the crank position. Tighten the quick-release lever and you are ready to ride. There is an index tab built into every boom to keep the pedals aligned, and the system keeps the drivetrain working perfectly with no chain adjustments needed. If you are the only rider using the bike, and want to eliminate the slight added weight of the system, it is removable.

New Frame design.

All of our single bikes now feature our AirLight 2" tubing on an elevated chainstay frameset. We've increased torsional rigidity of the bikes while improving chain clearance. These bikes all maintain the seat height of the earlier models.

26" Sabers.

The entire R60 line of bikes have been redesigned to accept 650C (571) wheels, and the rear wheels are standard dishing. This allows for the use of a wide range of aftermarket aerodynamic wheelsets and improves tire availability.

Thoroughbreds.

Perhaps the biggest change for 2002 is the all new Thoroughbred line of upright bikes. Taking our experience with comfortable designs, and being willing to look "outside the box" has led to the development of these bikes. Comfortable and efficient, the Thoroughbreds are the perfect bikes for riders who want a more comfortable ride while maintaining the familiar feel and look of an upright bike.

ATP, Inc. · P6304 215th St SW, Mountlake Terrace, WA 98043

Toll Free (877) 433-4273 Phone: (425) 673-2448 Fax: 673-4668 E-Mail: JeffWard@VisionBikes.com Web: www.visionbikes.com

2002 Price List

Effective 10/1/01

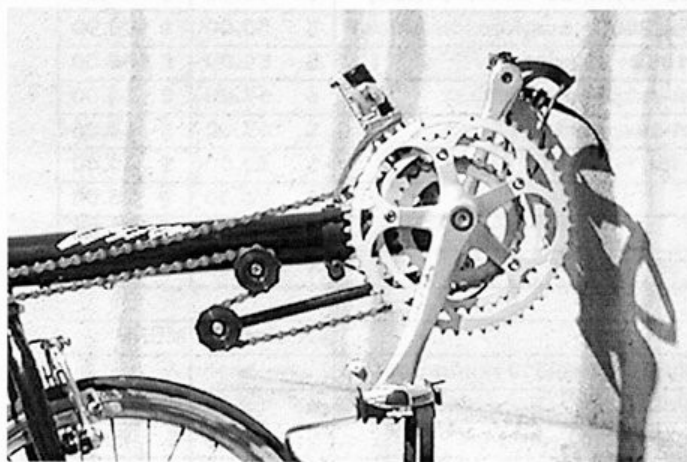
			Non-Prog.	Blue 3+	White 10+	Red 25+
Model	Description	Retail 2002	30%	34%	35%	38%
V70	Thoroughbred	\$629	\$441	\$416	\$409	\$390
V72	Thoroughbred	\$859	\$602	\$567	\$559	\$533
<i>Note: Two frame sizes available</i>						
			30%	34%	35%	38%
VR40EU-LRN	SWB, USS	\$1,095	\$767	\$723	\$712	\$679
VR40EU-LSN	SWB, USS, Front Susp.	\$1,295	\$907	\$855	\$842	\$803
VR40EU-LRW	MWB, USS	\$1,220	\$854	\$806	\$793	\$757
<i>Note: Small Frame bikes (40A*) and XL Frames are same prices and available in all models</i>						
			30%	34%	35%	38%
VR50EU-LSN	Full Susp, SWB, USS	\$1,695	\$1,187	\$1,119	\$1,102	\$1,051
VR50ET-LSN	Full Susp, SWB, OSS	\$1,745	\$1,222	\$1,152	\$1,135	\$1,082
<i>Note: XL same prices and available in all models</i>						
			30%	34%	35%	38%
VR44EU-LRN	SWB, USS	\$1,695	\$1,187	\$1,119	\$1,102	\$1,051
VR44ET-LRN	SWB, OSS	\$1,745	\$1,222	\$1,152	\$1,135	\$1,082
VR44EU-LSN	SWB, USS, Front Susp.	\$1,895	\$1,327	\$1,251	\$1,232	\$1,175
VR44ET-LSN	SWB, OSS, Front Susp.	\$1,945	\$1,362	\$1,284	\$1,265	\$1,206
<i>Note: Small Frame bikes (44A*) and XL Frames are same prices and available in all models</i>						
			30%	34%	35%	38%
VR54EU-LSN	Full Susp, SWB, USS	\$2,195	\$1,537	\$1,449	\$1,427	\$1,361
VR54ET-LSN	Full Susp, SWB, OSS	\$2,245	\$1,572	\$1,482	\$1,460	\$1,392
<i>Note: XL same prices and available in all models</i>						
			30%	34%	35%	38%
VR45EU-LRN	SWB, USS	\$2,495	\$1,747	\$1,647	\$1,622	\$1,547
VR45ET-LRN	SWB, OSS	\$2,545	\$1,782	\$1,680	\$1,655	\$1,578
VR45EU-LSN	SWB, USS, Front Susp.	\$2,695	\$1,887	\$1,779	\$1,752	\$1,671
VR45ET-LSN	SWB, OSS, Front Susp.	\$2,745	\$1,922	\$1,812	\$1,785	\$1,702
<i>Note: Small Frame bikes (45A*) and XL Frames are same prices and available in all models</i>						
			30%	34%	35%	38%
VR55EU-LSN	Full Susp, SWB, USS	\$2,995	\$2,097	\$1,977	\$1,947	\$1,857
VR55ET-LSN	Full Susp, SWB, OSS	\$3,045	\$2,132	\$2,010	\$1,980	\$1,888
<i>Note: XL same prices and available in all models</i>						
			30%	34%	35%	38%
VR64ET-LRN	Saber, SWB, OSS	\$1,995	\$1,397	\$1,317	\$1,297	\$1,237
VR65ET-LRN	Saber, SWB, OSS	\$2,895	\$2,027	\$1,911	\$1,882	\$1,795
<i>Note: XL same prices and available in all models</i>						
			25%	30%	33%	35%
VRT68ET-LRN	Ti Saber, SWB, OSS	\$5,000	\$3,750	\$3,500	\$3,350	\$3,250
<i>Note: XL version same price</i>						
			25%	30%	33%	35%
VR82UI	Tandem, USS, IPS	\$3,795	\$2,847	\$2,657	\$2,543	\$2,467
VR82TI	Tandem, OSS, IPS	\$3,845	\$2,884	\$2,692	\$2,577	\$2,500
VR82UIF	Tandem, USS, IPS, Front Susp.	\$3,995	\$2,997	\$2,797	\$2,677	\$2,597
VR82TIF	Tandem, OSS, IPS, Front Susp.	\$4,045	\$3,034	\$2,832	\$2,711	\$2,630
<i>Note: XL same prices and available in all models</i>						
VR85U	Tandem, USS, Fixed Crank	\$4,595	\$3,447	\$3,217	\$3,079	\$2,987
VR85UI	Tandem, USS, IPS	\$4,595	\$3,447	\$3,217	\$3,079	\$2,987
VR85T	Tandem, OSS, Fixed Crank	\$4,645	\$3,484	\$3,252	\$3,113	\$3,020
VR85TI	Tandem, OSS, IPS	\$4,645	\$3,484	\$3,252	\$3,113	\$3,020
VR85UF	Tandem, USS, Fixed Crank, F. Susp.	\$4,795	\$3,597	\$3,357	\$3,213	\$3,117
VR85UIF	Tandem, OSS, IPS, F. Susp.	\$4,795	\$3,597	\$3,357	\$3,213	\$3,117
VR85TF	Tandem, OSS, Fixed Crank, F. Susp.	\$4,845	\$3,634	\$3,392	\$3,247	\$3,150
VR85TIF	Tandem, OSS, IPS, F. Susp.	\$4,845	\$3,634	\$3,392	\$3,247	\$3,150
<i>Note: XL same prices and available in all models</i>						

2002 Spec

	40 SWB Std.	40 MWB	50	44/54	45/55
Crankset	Truvativ Elita, sq taper 52/42/30	Truvativ Elita, sq taper 52/42/30	Truvativ Elita, sq taper 52/42/30	Truvativ Elita, splined 52/42/30	Truvativ Elita, splined 52/42/30
Bottom bracket	UN-52, 122mm	UN-52, 122mm	UN-52, 122mm	Truvativ BB	Truvativ BB
F. Derrailleur	FD-R443-B	FD-R443-B	FD-R443-B	FD-R443-B	FD-R443-B
Rear Derrailleur	Shimano Deore	Shimano Deore	Shimano Deore	Shimano LX	Shimano XT
Front Rim	Alex DA16	Alex DA16	Alex DA16	Alex DA16 Bk.	Alex DA16 Bk.
Rear Rim	Alex DA16	Alex DA16	Alex DA16	Alex DA16 Bk.	Alex DA16 Bk.
Front Hub	Deore	Deore	Deore	Shimano LX	Shimano XT
Rear Hub	Deore	Deore	Deore	Shimano LX	Shimano XT
Front Tire	20" x 1.35" (406) Schrader	20" x 1.35" (406) Schrader	20" x 1.35" (406) Schrader	20" x 1.35" (406) Presta	Conti 20" (406) Presta
Front Tube	26 x 1.25" (559)	26 x 1.25" (559)	26 x 1.25" (559)	26 x 1.25" (559)	Conti 26" (559)
Rear Tire	26 x 1.25" schrad	26 x 1.25" schrad	26 x 1.25" schrad	26 x 1.0" presta	26 x 1.0" presta
Rear Tube	HG-50-9 11-32	HG-50-9 11-32	HG-50-9 11-32	HG-50-9 11-32	CS-M750-9 11-32
Cassette	HG-50-9 11-32	HG-50-9 11-32	HG-50-9 11-32	HG-50-9 11-32	CS-M750-9 11-32
Brakes	Avid SD3	Avid SD3	Avid SD3	Avid SD5	Avid Arch Rival
Brake Levers	Shimano Deore	Shimano Deore	Shimano Deore	Shimano LX	Shimano XT 9 sp
Shifters	Shimano Deore	Shimano Deore	Shimano Deore	Shimano LX	Shimano XT 9 sp
Headset	HP-MC30 cartridge	HP-MC30 cartridge	HP-MC30 cartridge	HP-MC30 cartridge	Shim Ultegra
Stem	Kalloy AL-219	Kalloy AL-219	Kalloy AL-219	HLCorp, 2 bolt	HLCorp, 2 bolt
Chain	Sachs PC59	Sachs PC59	Sachs PC59	Sachs PC59	Sachs PC59
Pedals	Wellgo LU897	Wellgo LU897	Wellgo LU897	N/A	N/A
Toeclips	Wellgo RP-1	Wellgo RP-1	Wellgo RP-1	N/A	N/A
Toe straps	Wellgo W4	Wellgo W4	Wellgo W4	N/A	N/A
Shock	Air Shox GA140	Air Shox GA140	Air Shox GA140	Air Shox GA140	Air Shox GA140
BB Height	24.5" (Small 23.5")	24"	24.5"	24.5"	24.5"
Seat Height	24.5" (Small 23.5")	24"	24.5"	24.5"	24.5"
Weight	30.5 lbs.	34 lbs.	33.5 lbs.	44=29 / 54=33.5	44=29 / 54=33.5
X-Seam Range	39" - 48" (Small 34"-43")	39" - 48"	39" - 48"	39" - 48"	39" - 48"
Colors	Blaze Red Mystic Blue	Blaze Red Mystic Blue	Blaze Red Mystic Blue	Jewel Green Sedona Orange Midnight Purple	All listed colors plus: Glacier White Gloss Black Mercedes Silver

Instant-Adjust

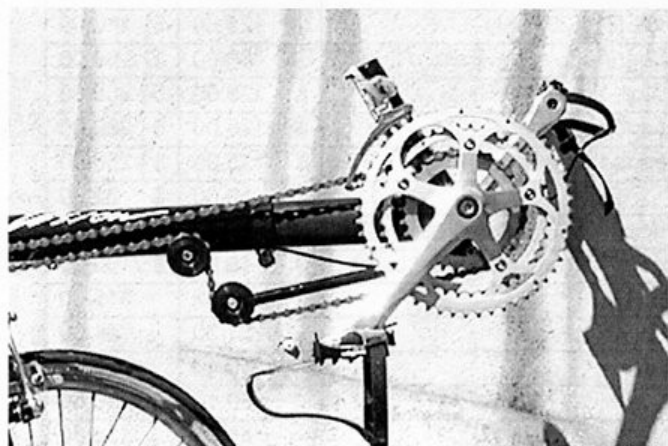
The New Size Adjustment System from Vision Bikes



All 2002 Vision Recumbent bikes (excluding the R82 and R85 tandems) feature the new Instant-Adjust system.

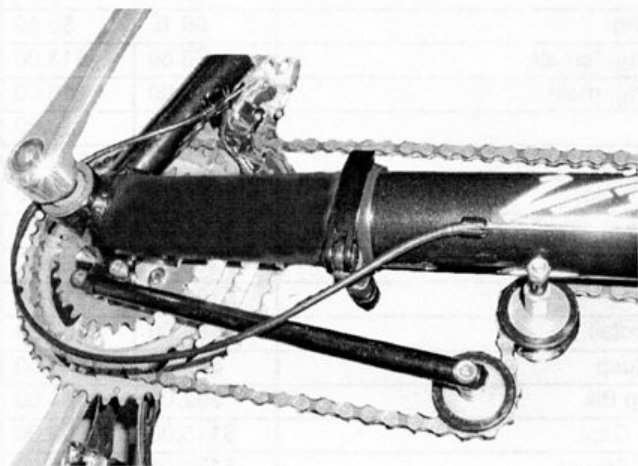
This system makes fitting our bike to a customer fast and simple. In fact, our bike is now the easiest to fit bike on the market.

When assembling the bike, all you have to do is to take the stock chain we supply (no fitting or cutting needed) and install it as shown in these photos. Now the bike is ready for the floor for sale or demonstration.



To fit the bike to someone, simply open the single quick-release lever on the boom collar. Now the nose boom can be moved to set the pedal against their outstretched leg. Tighten the quick-release and the bike is ready to ride.

There is an index tab built into every boom to keep things aligned, and the built-in chain adjustment system keeps the drivetrain working perfectly with no chain adjustments needed. The system can be removed for customers that do not want it, simply unbolt and remove the lower pulley strut, and set the chain to an appropriate length for the boom extension. We suggest replacing the quick-release skewer with a bolt so the customer does not inadvertently move the boom and damage the derailleur with overextension.



Part No.	Description	Cost	MSRP
KSGizmo	Kickstand adaptor for all bikes	\$ 15.00	\$ 30.00
TP40	Touch-up paint, specify color	\$ 5.00	\$ 10.00
SBWB	Seat Back Water Back Bag	\$ 20.00	\$ 40.00
DB40	DayBag (will fit all bikes with or without WaterBack)	\$ 35.00	\$ 69.95
FEN30	Fender set, for R32 (16" front, 20" rear)	\$ 19.00	\$ 38.00
FEN40	Fender set, for 40 Series (16" or 20" front, 26" rear)	\$ 19.00	\$ 38.00
FEN80	Fender set, for Tandem (20" front, 26" rear, X-Wide)	\$ 19.00	\$ 38.00
CS50	R-50/54/55 Centerstand (for 2000+ suspension bikes)	\$ 50.00	\$ 100.00
CS81	R-82/85 Centerstand (for 1999+ Tandems)	\$ 50.00	\$ 100.00
KS40	R-40/42 Kickstand (for non-suspension bikes)	\$ 17.00	\$ 34.00
KS45	R-44/45 Kickstand (for non-suspension bikes)	\$ 17.00	\$ 34.00
RK80	Rack and Fender adaptor for Tandem	\$ 30.00	\$ 60.00
LM40	Light Mount	\$ 14.00	\$ 28.00
MR40	Handlebar Mirror	\$ 15.00	\$ 30.00
VFM40	Lexan fairing, with frame and brace	\$ 275.00	\$ 425.00

Parts

Part Number	Description	Wholesale	MSRP
	NOTE: All part orders are subject to a \$10 minimum		
UB40	99+ Hardtail Underseat Conversion kit	\$ 55.00	\$ 110.00
UB40H	99+ Hardtail Underseat Handlebar only	\$ 39.50	\$ 79.95
UB40S	Underseat Conversion kit for susp. Bike	\$ 55.00	\$ 110.00
AB40S	Above bar conversion kit, Small	\$ 100.00	\$ 195.00
AB40T	Above bar conversion kit, Tall	\$ 100.00	\$ 195.00
LC40	Long Wheelbase conversion kit, R40 20" only	\$ 125.00	\$ 180.00
FFA44UBS	Adaptor to attach underseat steering to susp. Fork	\$ 30.00	\$ 60.00
FF30ES	Suspension Fork, 20", 1-1/8" Non-Threaded Steerer	\$ 125.00	\$ 250.00
FF44AS	Suspension Fork, 16", 1" Threaded Steerer	\$ 125.00	\$ 250.00
FF44ES	Suspension Fork, 20", 1" Threaded Steerer	\$ 125.00	\$ 250.00
ID40	Idler, Main with "ATP" logo	\$ 16.00	\$ 32.00
ID40S	Idler, teardrop plate forward mount for 2000+ bikes	\$ 16.00	\$ 32.00
ID40SC	Idler, centered style for front susp. retro-fit on pre 99 bikes	\$ 16.00	\$ 32.00
VA710-1	Vision Chain Idler Roller, Urethane	\$6.52	\$15.00
143-0501	6mm Ball Bearing, for Chain Idler Roller	\$1.30	\$4.00
200-1000	1" Plug, for seat frame and stem	\$0.10	\$0.50
200-1001	7/8" Plug, for handlebar	\$0.10	\$0.50
VA722-3	Decal Set, White	\$6.00	\$12.00
VA722-2	Decal Set, Black	\$6.00	\$12.00
VA722-1	Decal Set, Silver	\$6.00	\$12.00
200-1008	LWB steering linkage "O" ring	\$0.10	\$0.50
141-0401	LWB steering linkage bearing, female	\$6.50	\$13.00
141-1401	LWB steering linkage bearing, male	\$8.00	\$16.00
102-0625	M6x25 Pinch Bolt	\$0.28	\$0.60
VA714	Seat QR set, complete (specify model)	\$10.98	\$22.00
VA714-1	Seat Skewer side plate (old style)	\$1.76	\$3.50
VA714-2	Seat Skewer side plate (new style)	\$5.00	\$10.00
AC-VSFABA	Seat Fabric, Complete with pad	\$60.00	\$120.00
AC-VSFRM32	Seat Frame for R32	\$105.00	\$210.00
AC-VSFRM40	Vision Seat Frame 2000+Hrdtail	\$82.00	\$164.00
AC-VSFRM4S	Vision Seat Frame pre 00 Susp	\$82.00	\$164.00
AC-VSFRM5S	Vision Seat Frame 00+ Susp Bik	\$82.00	\$164.00
AC-VSFRM80C	Vision Seat Frame Tandem Capt.	\$145.00	\$290.00
AC-VSFRM80S	Vision Seat Frame Tandem Stoker	\$170.00	\$340.00

2002 Spec

	64 (Std. RW Dish)	65 (Std. RW Dish)	68 (Std. RW Dish)	70 Thoroughbred
Crankset	Truvativ Elita, splined 52/42/30	Ultegra Triple 30/42/52	DuraAce Triple 30/42/52	Truvativ Firex 22/32/44
Bottom bracket	Truvativ BB	Ultegra, 68x118	DuraAce Triple	Truvativ
F. Deraillieur	FD-R443-B	Ultegra triple	DuraAce Triple	Shimano Alivio
Rear Deraillieur	105 Triple	Ultegra triple	DuraAce Triple	Sram 5.0
Front Rim	650c rim	650c rim	650c rim	Alex DA16
Rear Rim	650c rim	650c rim	650c rim	Alex DA16
Front Hub	Shimano 105	Shimano Ultegra	DuraAce	Shimano Deore
Rear Hub	Shimano 105	Shimano Ultegra	DuraAce	Shimano Deore
Front Tire	Koncept K196 650c tire	650c tire	650c tire	Comet 26" x 1.25
Front Tube	650 presta tube	650c Presta	650c Presta	26 x 1.25 shrader
Rear Tire	Koncept K196 650c tire	650c tire	650c tire	Comet 26" x 1.25
Rear Tube	650 presta tube	650c Presta	650c Presta	26 x 1.25 shrader
Cassette	HG50 12-25	CS-6500 12-25	DuraAce 11-23	Sram 5.0 11-32 8sp
Brakes	Shimano 105	Shimano Ultegra	DuraAce	Avid SD3
Brake Levers	Shimano LX	Shimano Ultegra STI	DuraAce STI	Avid AD3
Shifters	Shimano LX RF	Shimano Ultegra STI	DuraAce STI	Sram 5.0
Headset	Cane Creek	Cane Creek	DuraAce	Shimano STX
Stem		ATP	ATP	Kalloy AL219
Chain	Sachs PC59	Shimano HG92	DuraAce	KMC Z72
Pedals	N/A	N/A	N/A	LU897
Toeclips	N/A	N/A	N/A	N/A
Toe straps	N/A	N/A	N/A	N/A
Shock	N/A	N/A	N/A	N/A
BB Height	31.5"	31.5"	31.5"	N/A
Seat Height	27"	27"	27"	N/A
Weight	27 lbs.	26.5 lbs.	24.5 lbs.	26 lbs.
X-Seam Range	41.5" - 51.5"	41.5" - 51.5"	41.5" - 51.5"	N/A
Colors	Jewel Green	All listed colors plus:	Natural Ti finish	Jewel Green
	Sedona Orange	Glacier White		Sedona Orange
	Midnight Purple	Gloss Black		Midnight Purple
		Mercedes Silver		

Program Requirements and Deadlines

Non-Program dealers:

Subject to territory review.

All sales require a signed Dealer Agreement

No cumulative pricing benefits.

Terms: C.O.D. (fees apply)

Prepaid orders; Visa/MasterCard, Check

Program Dealer Requirements:

The 2002 Vision bike program is in effect between October 1, 2001 and September 30, 2002.

2002 Program orders are due by November 30, 2001.

2002 Programs must be fulfilled by May 1, 2002.

All programs not completed by May 1, 2002 will be subject to a charge back for any discounts or program incentives that have been given to that point.

Program incentives will be shipped only if account is in good standing.

Cumulative quantity pricing will apply to all bikes on the qualifying order.

V70 Series bikes apply to program totals.

Employee bikes do not apply to Program total.

Dealer Program Details

RED – 25 BIKES +

38% Dealer Margin

One (1) Vision Day Bag (\$69.95 retail) per program bike shipped.

Program bikes require delivery by 05/01/02.

One (1) Vision Day Bag (\$69.95 retail) per additional bike shipped in addition to program requirements (bikes shipped 05/01/02 through 09/30/02) if program requirements have been met and account is in good standing.

Each Program bike shipped between 10/01/01 and 01/15/02 will receive One (1) Vision Light Mount (\$30.00 retail) with on-time payment.

WHITE – 10 BIKES +

35% Dealer Margin

One (1) Vision Day Bag (\$69.95 retail) per 2 program bikes shipped.

Program bikes require delivery by 05/01/02.

One (1) Vision Day Bag (\$69.95 retail) per 2 additional bikes shipped in addition to program requirements (bikes shipped 05/01/02 through 09/30/02) if program requirements have been met and account is in good standing.

Each Program bike shipped between 10/01/01 and 01/15/02 will receive One (1) Vision Light Mount (\$30.00 retail) with on-time payment.

BLUE – 3+ BIKES

34 % Dealer Margin

One (1) Vision Day Bag (\$69.95 retail) per 3 program bikes shipped.

Program bikes require delivery by 05/01/02.

Each Program bike shipped between 10/01/01 and 01/15/02 will receive One (1) Vision Light Mount (\$30.00 retail) with on-time payment.

A word about free shipping & margins:

A lot of OEM's offer free shipping as part of their pre-season programs. We don't. We thought you would rather make more money. With our incentive program, you can make some serious margins. Check out this chart, and get your order in!

M o d e l	3 + w /	1 0 + w /	2 5 + w /
V 7 0	3 8 %	4 1 %	4 9 %
V 7 2	3 7 %	3 9 %	4 6 %
A l l 4 0 's	3 6 %	3 8 %	4 4 %
A l l 5 0 's	3 5 %	3 7 %	4 2 %
A l l 4 4 's	3 5 %	3 7 %	4 2 %
A l l 5 4 's	3 5 %	3 7 %	4 1 %
A l l 4 5 's	3 5 %	3 6 %	4 1 %
A l l 5 5 's	3 5 %	3 6 %	4 0 %
V R 6 4	3 5 %	3 7 %	4 2 %
V R 6 5	3 5 %	3 6 %	4 0 %
V R 6 8	3 0 %	3 4 %	3 6 %
A l l 8 0 s e r i e s	3 1 %	3 4 %	3 7 %

Ordering Information

Vision Ordering Information

Payment: C.O.D. (fees apply) Check, Visa/MasterCard (Credit Card required at time of order. Credit Cards may NOT be used to pay open invoices). Net 30 for qualified dealers

Shipping: All shipments are F.O.B. Mountlake Terrace, Washington.

Prices: Prices and dealer incentives are subject to change without notice.

Returns: All returns require authorization by an authorized Vision representative.

Sales Policies

All sales are C.O.D. unless otherwise specified. First shipments to shops are typically C.O.D. **Cash or money order** only. All returned checks are subject to a \$25.00 fee.

If an item is refused, or is returned without prior approval, all shipping charges and an additional 20% restocking fee will be charged to the shop. No additional orders will be processed until restocking, penalty/interest, bad check or any other account charges are paid.

Open accounts are granted to those shops that have adequate credit references and clearly demonstrate the need for dating terms. Our standard terms for shops that qualify is net due in 30 days. Late payments and or returned checks will be considered sufficient reason for termination of open account terms. Late accounts will accrue interest on the unpaid balance equal to 1 1/2 % per month (18% a year) or the maximum provided by law (whichever is less) for invoice amounts that are past due, in addition to a \$15 late payment processing fee. Should action be required to enforce payment of any past-due account, you agree to pay all cost including but not limited to Court cost, Attorney's fees, and collection agency charges, which may be incurred or expended.

ATP sells its products only through qualified bicycle retailers. Retailers must have a completed dealer application on file with ATP, and comply with all policies and terms of ATP. Unless pre-approved by ATP, the minimum advertised price for any Vision recumbent should be the published suggested retail price.

Granting of protected areas, and the size of these areas, will be done on a case-by-case basis and are subject to yearly review.

Return Policies

ATP builds the best products possible. All in-house manufacturing and assembly procedures are subjected to stringent quality control. We base our component specifications on value and quality, and are confident that you are receiving the best recumbent for your money.

In the unlikely event that you do receive an item that appears to be damaged, check your packing. If it appears that the product was damaged in transit, it is essential that you save all the packing material and call the carrier service immediately. If you are unsure how to contact them, call us and we can assist you. We can not be held responsible for items damaged in transit, although we will work with you to make sure you get the product you need in a timely fashion.

If you have a product that is defective, please **CALL US FIRST**. Do not return merchandise to us without consulting an ATP account representative. No returns will be accepted without a return authorization number clearly posted on the package. The retailer must pay all freight charges. All returns must be sent to: Advanced Transportation Products, Inc., 6304 215th St SW, Mountlake Terrace, WA 98043

Marketing Support

Consumer Catalogs: A beautiful 11 x 17" poster broadsheet full color catalog of all our 2002 bikes is available.

Banners: Large two-color banners with our logo are available for a nominal fee for shop display. If you are having a recumbent event, banners are available on a no-charge loan basis.

Point-of-Sale Poster: A full color 11" x 17" poster, printed on card stock with a self-standing easel. Features views of the bikes, and a general information section about Vision recumbents. Free

Web page link: Stocking dealers are invited to send us their E-mail and web page information so we can hot-link directly from our web page "find your local shop" section to you.

Photographs & CD's: We have transparencies (35mm slides) and electronic files (in any PC format and in TIFF's for Mac) of most of our bikes in studio and outdoor action settings. Just call (or have your printer call) and let Ricky know what you need, and he will burn you a custom CD. Free

Professional ad design and film production: If you want to place an ad in your regional paper, we can help with copywriting, photographs, graphic design, even complete ad design and creation to your satisfaction, and professional films produced to your magazines specifications.

Warranty

Advanced Transportation Products Inc. guarantees each new bicycle frame, fork, and seat frame against defects in workmanship and materials for the lifetime of the original owner. Paint and decals, seat fabric, and all original parts, are warranted for a period of one year from the date of purchase.

This warranty is expressly limited to the repair or replacement of a defective frame, fork, seat or defective parts and is the sole remedy of the warranty. This warranty applies to the original owner and is not transferable. Claims under this warranty are to be made through an authorized ATP dealer. Proof of purchase is required.

A Warranty Registration Card must be completed and received by Advanced Transportation Products Inc. before warranty claims may be processed. The warranty does not cover normal wear and tear, improper assembly or maintenance, or installation of parts or accessories not originally intended or compatible with the bicycle as sold.

The warranty does not apply to damage or failure due to accident, abuse or neglect. Advanced Transportation Products Inc. shall not be responsible for incidental or consequential damages. Labor charges for part installation is not covered by this warranty.

The user assumes the risk of any personal injury or damage to the bicycle or other losses if the bicycle is used in any commercial or competitive event including but not limited to bicycle racing, triathalons, or similar activities.

Accessories



VFM40 Fairing: Lexan bubble with alloy frame. Attaches in seconds and provides a strong aerodynamic advantage and great weather protection. Fits all Vision recumbent bikes.



DB40 DayBag: A must have for any Vision. 800 cu./in. capacity, two internal pockets, one external pocket with reflective strip. Two web pockets on the sides, and our excellent embroidered logo. Will accept the WBLTR two liter water bladder. Fits all Vision recumbent bikes.



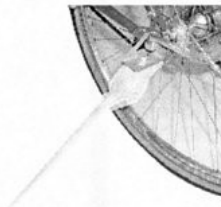
SBWB WaterBack: Straps to the back of your seat. It will carry a standard 70 ounce water bladder (not included), and has an additional pocket for some tools, money, or whatever. The DayBag will fit over the WaterBack for additional capacity.
Fits all Vision recumbent bikes.



MR40 Mirror: A must for safe riding. Available for over or under seat bars on all Vision Recumbent bikes.



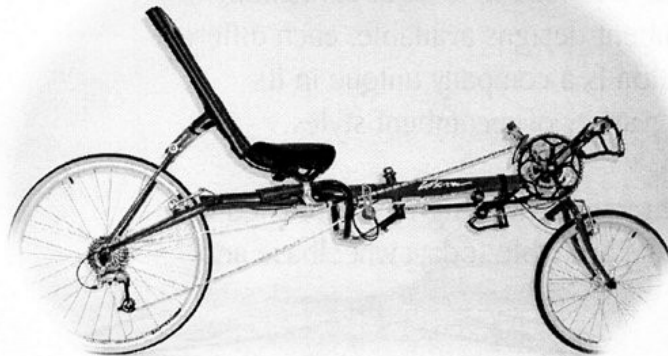
LM40 Light Mount: Mounts in the derailleur support tube on all Vision 40, 50, 60 and 80 series bikes (doesn't fit, and not needed when VFM40 fairing is in place). Holds your light set with ease... and some folks like to mount computers here as well.



Kickstand Gizmo: Adaptor plate for standard 305mm Greenfield BB kickstand (not included). Fits all 40 and 50 series bikes, and fits 2002 60 series.

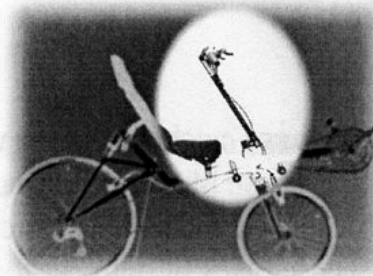
What are Recumbents?

The Vision **medium-wheelbase** bike are about 60" from axle to axle. These bikes are very easy to ride, and feel very similar to standard upright bikes. The R40 is available in this format.

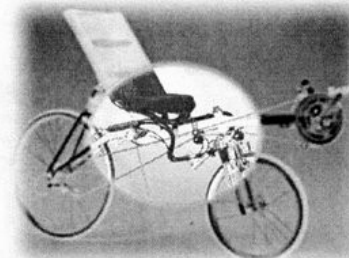


HANDLEBARS:

The other major design aspect of recumbents is the handlebar position. Some bikes have **over-seat steering**, (**OSS**) with the handlebars up in front of the rider. This can be a very 'natural' feeling position for a rider used to upright bikes, and is the most aerodynamically efficient.



The other handlebar design style is **under-seat steering**, (**USS**) where the handlebars are mounted beneath the seat.



This position is very comfortable, since your arms are at your sides in a relaxed position. The inherent width of the under-seat style also leads toward gentler handling characteristics.

All of our bikes are available with either handlebar system, with the exception of the Saber series.

What are Recumbents?

Over the last two decades, recumbents have been gaining popularity in this country, as manufacturers like ATP have been willing to 'step outside of the box' and look for designs more efficient and comfortable than the typical upright bicycle. While the innovations from different manufacturers has been essential to the development of the modern recumbent, it has also lead to a lot of confusion. There are many different recumbent designs available, each different in what they offer the rider. Vision is a company unique in its diversity, manufacturing a wide variety of recumbent styles.

There are two major aspects of recumbent design that are used to define the majority of recumbents available today: wheelbase and handlebar position.

Unlike upright bikes, the axle-to-axle wheelbase of recumbents varies greatly with the different designs that are available, falling into several basic catagories.

WHEELBASE:

Vision ***short-wheelbase*** machines have a wheelbase of approximately 40". These bikes are our most popular models. They are the lightest design we make, have quick and precise handling characteristics. These bikes fit onto car-top transport racks easily. The R40, R44, R45, R50, R54, R55, R64, R65, R68 are all available in the short-wheelbase (SWB) configuration.



Why Ride a Recumbent?

How many miles can you ride in a day? Five? Fifty? One hundred? One hundred and fifty? When you've reached your limit for the day, what makes you want to stop? Are tired legs the reason, or do you get off your bike because something hurts? If you answered, "Because something hurts" you may want to consider a recumbent. Recumbents aren't just a little more comfortable. They are completely comfortable. You're sitting on a comfortable seat, with no pressure on your wrists, butt, neck or shoulders. Your back is fully supported and at the end of the ride, nothing hurts. Plus there are some added bonuses. You don't have to sacrifice aerodynamic efficiency to be comfortable and you have a great view of the scenery. Most people feel it's easy to learn to ride a recumbent and many have increased their riding mileage since switching to a recumbent bicycle.

Many people find long rides on upright bikes to be uncomfortable. One problem with upright bikes is that your legs hang down around the seat. Make the seat big enough to be comfortable to sit on and it chafes the inside of your legs. Make it small enough so it doesn't chafe and it's not comfortable to sit on. There is simply too much pressure per square inch. Of course you can take weight off your butt by leaning forward onto your hands but then your wrists, hands, shoulders and neck feel the discomfort. Sitting up takes the pressure off the hands but puts it back on the butt and makes the rider less aerodynamic as well. The conventional bike industry is working hard to try to make an inherently uncomfortable design more comfortable. Suspension seat posts, suspension stems, padded grips, padded gloves and shorts, gel saddles and even padded underwear are just part of a long list of items that are supposed to make your upright bike more comfortable.

Recumbents, on the other hand, alleviate these problems by positioning the rider so the legs do not hang down around the seat. This allows two important things to happen. First the seat can be made large enough to reduce the pressure per square inch to the point where the rider is totally comfortable with a natural head position and no weight on the hands, arms and shoulders. Secondly the rider is in a very aerodynamic position, about 15% better than a racer tucked into an upright bike. Third, and most important, the rider is in a very comfortable position. Many people think recumbent riders sit so low that automobile drivers cannot see them. Approximately eye-level with automobile drivers, recumbent riders tend to attract attention, rather than being something expected and dismissed.

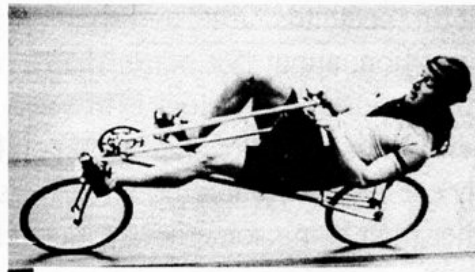
Why Ride a Recumbent?

First time recumbent riders frequently feel a little shaky, but most can ride almost immediately, without tipping. An unsteady, wobbly feeling for the first mile or so is normal and then the rider will quickly become accustomed to the new position. It usually takes about forty to fifty miles to feel as confident on a recumbent as you did on your regular bike. On a good recumbent, you should climb hills about like you did on your regular bike. You have tremendous leverage against the back of the seat even though you can't "stand" on the pedals. You will be using a slightly different muscle group so plan on a month or so before your "recumbent muscles" are as strong as your "upright muscles". Because of pain free riding, people tend to increase their bicycling mileage on a recumbent. More riding yields more adventures, more fun, additional exercise and better health.

All the human powered speed records including the DuPont Prize for breaking 65 M.P.H. are held by recumbents. Francis Faure broke the 20 year-old records for the mile and kilometer in 1933.

Vision recumbents, like people, come in a variety of shapes and sizes. You can choose from bikes with a long wheelbase, a short wheelbase, a medium long wheelbase, over seat steering, under seat steering, suspension frames, rigid frames, small front wheels, equal size wheels, and tandems. Sorting it all out to get the right bike the first time can be tricky. The best bike for urban riding may not be the best for rural riding. Fast riders value different features than leisure riders. Tall people prefer bikes that shorter people may not be able to ride. Plenty of riding time is helpful in getting past the short term issues of handling so you can focus on the important long term issues like performance, seat comfort and ease of transportation. Having experience with the ins and outs of recumbents is invaluable for shop personnel if they want to make the sale.

Bicycling is a great sport on any type of bike. It's as healthy for the rider as it is for the planet. Today, many are rediscovering the joy of biking by riding recumbents. Also, those who had never enjoyed biking before are now riding many miles on recumbents. Total comfort on a highly efficient bicycle is allowing an ever-increasing number of people to experience the rewarding adventure of biking.



Francis Faure

Frequently Asked Questions

Are recumbents safe?

Very safe. You get to ride along feet first, not head first. If you do drop the bike, you have much less distance to fall than on a conventional bike.

What about touring?

Vision recumbents are the best bikes for touring—period. The comfortable position and great “heads-up” view can make your next tour the best yet. Vision bikes accept rear racks and pannier sets.

Is suspension really necessary?

It all depends on what you are looking for, and what kind of roads you ride on. City potholes and railroad tracks, as well as the lumps and bumps of country roads can shake you up. The suspension systems available on our bikes smooth out the ride, improve handling, and reduce rider fatigue.

How can I carry this bike?

Vision recumbents will fit most standard roof and trunk racks. The tandems and medium wheelbase Visions require a tandem roof rack.

Is a Vision difficult to maintain?

All of the components used by Vision are standard for the bicycle industry. The brakes, gears, tires, cables, and chains can all be maintained or replaced by any bike shop, anywhere.

Frequently Asked Questions

What is this bike all about?

The Vision is a recumbent, designed to be the most comfortable bicycle you have ever ridden.

Is it really comfortable?

Just look at the seat, and imagine riding down the road in a nice comfortable chair. Add the fact that there is no weight on your hands and you get to look ahead at the scenery, not at your front wheel—yes, they are very comfortable.

Are they fast?

All bikes are only as fast as the rider, but on a Vision recumbent you have a distinct aerodynamic advantage over the typical rider on an upright bike. Every human-powered land speed record is held by recumbents, including the DuPont prize for exceeding 65 m.p.h. on a flat course.

Can they climb hills?

Yes—the position is very efficient. Even without the ability to stand up you can apply tremendous power to the pedals by bracing against the seat back. If you are a racer who can maintain a standing sprint on hills, you probably will climb a little slower on a recumbent, but if you tend to downshift and spin your pedals to get up hills, you'll be every bit as fast on your Vision as you were on your upright bike.

I've never seen these before—why?

In 1933, a French racer on a recumbent shattered a 20 year-old world speed record. The officials in charge of international bicycle racing immediately banned all recumbents as an “unfair advantage” and denied the record. Without the racing circuit to help market the bikes, recumbent development ended—until recently.

Why Sell Vision?

ATP, Inc. has been manufacturing Vision recumbent bicycles for seven years. We have unequalled expertise in design, manufacturing procedures and customer service. You can be assured that we will provide you with excellent products, with reasonable margins, and the support you need to keep your customers happy.

We offer the widest selection of recumbent styles available from any manufacturer. Most of our bikes are convertible from one handlebar configuration to another, our standard size frame fits most people, and no other manufacturer can match our American 'just in time' manufacturing facility.

We can reliably provide the bike you need, when you need it, without extreme lead times.

Great people. Great products. MADE IN AMERICA.



Demo Bikes

Shops should be encouraged to keep bikes on the floor as demos. We offer a 5% discount off a shops' standard pricing terms, for up to two bikes a year used as in-stock demos or for employee purchases.

Only established shops, with at least a 5 bike commitment for the year, and with a open account that is current are eligible for this program.

Pro-Deals for "non-shop" industry personnel are our base program pricing.

The demo/employee purchase form (found in the back of this booklet) must be filled out and mailed to us.

Demo Tandems

Tandems are a great source of profit, but for many shops the cost of stocking one is prohibitive. To help sales, ATP will loan out a demo tandem to a shop that has interested customers.

If the customer does not buy the bike the shop is only responsible for the cost of return shipping.

Only established shops, with at least a 5 bike commitment for the year, and with a open account that is current are eligible for this program.

Please see the DEMO TANDEM form in this package for details.

Test Ride Tips

If the customer has never been on a recumbent before, try the seat back angle at the full forward position. If they have had recumbent experience, set it in the middle of the adjustment range.

The ideal leg length is the same as on a conventional bike - there should be a slight bend at the knee at full extension. Slide the boom in or out to set the leg length, lock the QR skewer and have the customer pedal a few rotations to check extension. Be aware that most novice riders will tend to be very stiff and upright in the seat. When they start to ride they will "slouch" down a bit, extending their legs, so you should set the boom length on the long side.

It's time to get the customer on the road! Of course you should choose a large test ride area with as few obstacles as possible. Make sure the customer is lined up on a long straight section at the start so they don't have to turn right away.

Stand behind the seat, straddling the rear wheel, and hold the bike for the customer by grasping the top of the seat back.

Have the customer sit in the seat and squeeze the brakes. Some riders will try to sit forward in the seat - make sure they lean back and relax!

Assure the rider that the Vision is a real bike, and their normal instincts will take over. They should not be putting any weight on the handlebars - tell them to lean back and relax, don't tense up — you may have to repeat that!

Brief them on the starting technique: one foot on the ground, the other on a pedal at a 12:00 position. Tell them to just give a good push on the pedal to start.

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Test Ride Tips

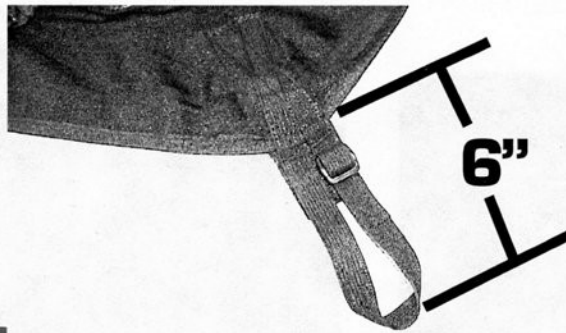
Make sure the customer is looking forward normally, and not staring at their feet. Start them forward, holding on to the bike and moving with them. After a few feet you will be able to tell if they "get it" — more than likely they will just ride away and come back all smiles! Tell them to relax!

Occasionally a rider just can't seem to get the hang of a recumbent their first try. The wife of one of the engineers, who now has over 15,000 miles on her Vision, couldn't ride her recumbent the first day she tried. The second day she got on and rode right off - assure your customer that a bit of time to "think about it" might work.

Make sure you go over the unique features of the VISION with your customer, and try different adjustments such as different seat back angles and handlebar positions.

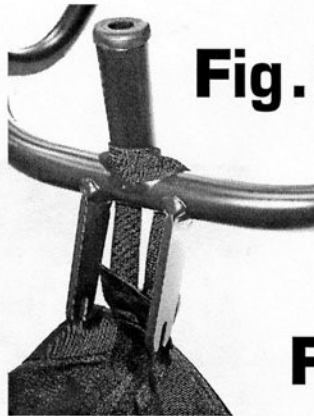
Seat Details

Fig. 1



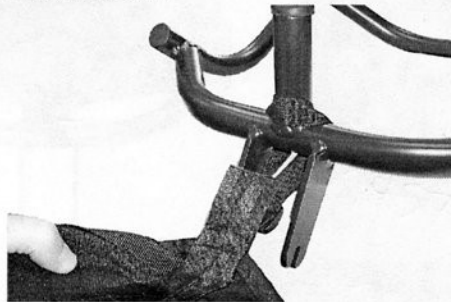
Make a loop in the nose strap about 6" long. Be sure to tuck the end of the strap through the buckle to secure it.

Fig. 2



Drop the loop over the nose support on the seat frame, as shown in fig.1, 2 and 3. Make sure the point where the loop material is sewn to the base material is sitting on top of the rubber plug in the end of the nose support, Fig 4.

Fig. 3

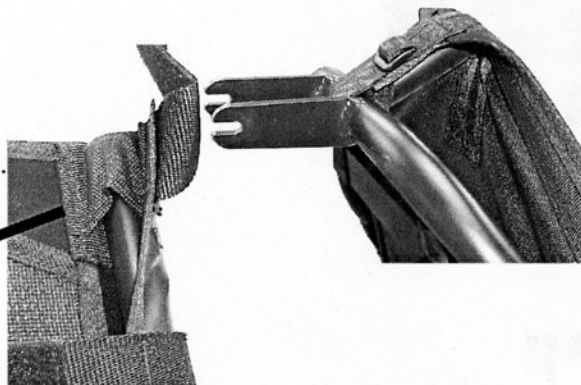


Insert the top of the seat frame rails into the pockets on the seat fabric.

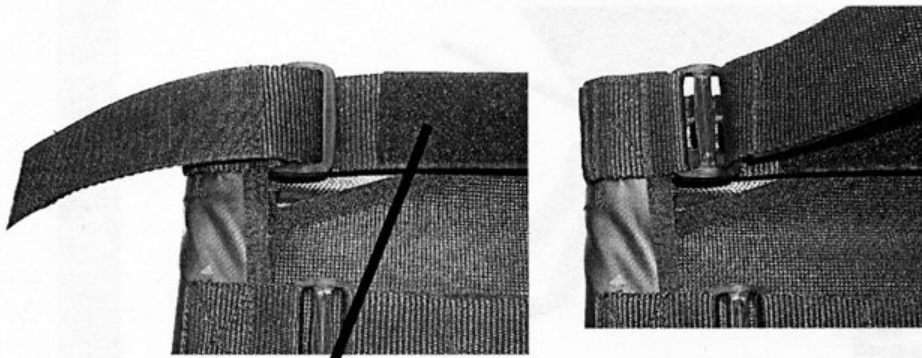
Fig. 4

Affix the base strap, making sure the nose of the seat base is centered over the nose support. Attach and tighten the back straps.

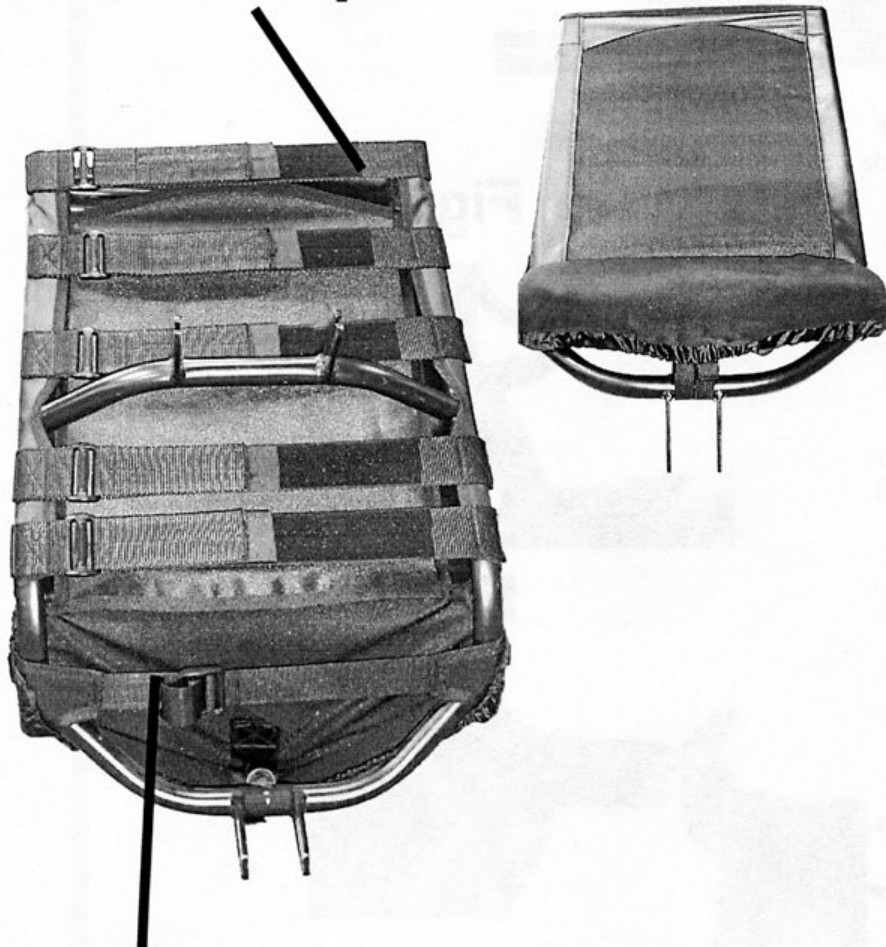
Fabric Pocket



Seat Details



Back Straps



Base Strap

Employee/Demo Program

To help shop owners and employees enjoy a Vision recumbent of their own, and to encourage shops to keep a Vision recumbent on the floor as a demo, we have established the following employee/demo purchase plan:

Employee/Demo discount purchases are C.O.D. Company Check only, regardless of the shops standard account terms. Personal checks will not be accepted by the delivery service. Any shop that refuses or returns a bike purchased at the employee discount will be charged the full shipping amount, plus a 20% restocking fee.

Only two bikes per shop per year are allowed.

To qualify, the following form should be filled out completely and faxed or mailed to us. Photocopy this page, or tear it out, or call us for additional copies of this form.

Accessories and shipping are not discounted.

All Models will be discounted 5%

This discount is applied to the whatever pricing level the shop currently has at the time of the order.

Pro-Deals for "non-shop" industry personnel are at 5% below our standard (one bike) pricing structure.

Shop Name _____ Owner Name _____
Employee Name _____ Model Requested _____
Employee Name _____ Model Requested _____

I, the undersigned, hereby attest that the employee(s) listed above are to be the recipients of the bicycles listed, or that the bicycles listed will be primarily used as active demo models for my shop. I understand all the terms and conditions outlined above, including the C.O.D. only qualification. The bike(s) listed are not for immediate retail resale.

Signed

Date

Vision Tandem Demo Program

The tandem demo program has been started to let qualified shops borrow a Double Vision for a few weeks, giving interested consumers a chance to ride the bike of their dreams. At the end of the demo period, if you have not sold the bike, you can return it to ATP-Vision.

As the host shop, you will be responsible for shipping charges to and from your shop. You will also be responsible for keeping the Double Vision in good condition, and ensuring that your customers are accompanied on their test ride. You might also have to place a security deposit on hold with us to receive the bike. Please read over the following document carefully, and call us if you have any questions. You can use this form, or request a form from us.

(Requested Delivery Date) _____

(Estimated Return Date) _____

Shop Name _____

Owner Name _____ Phone Number _____

Read this section, it's important!

The bike shop agrees that they are borrowing a tandem bicycle from Advanced Transportation Products, Inc. for the purpose of promoting the demo tandem bicycle to potential customers. ATP, Inc. will attempt to assist the shop in contacting interested consumers through a referral program, but does not accept responsibility for arranging test rides. ATP, Inc. can not be held responsible for the individuals riding the demo tandem bicycle, nor for the health or suitability of the prospective customer for riding a tandem bicycle. The shop is solely responsible for the bike, and is expected to instruct all parties testing the bike in standard handling and safety issues.

Demo rides are to be made only under the direct supervision of the bike shop owner, or personnel employed by the bike shop and authorized by the owner to oversee demo rides. Theft or loss of the tandem bicycle will result in the bike shop being billed for the full wholesale value of the tandem bicycle.

Excessive wear is defined as wear or damage that exceeds normal wear and tear for demonstration riding conditions. The cost incurred by ATP, Inc. to repair any damage due to vandalism, neglect or careless handling of the demo tandem bicycle will be charged to the shop. There is a mileage limit of 30 miles per day, for every day the tandem bicycle is in the possession of the shop. Exceeding the mileage limit could result in repair and maintenance costs being charged to the shop.

The shop agrees to present the demo tandem bicycle in a positive way, and to oversee all demonstration rides. The shop agrees to perform maintenance as needed, at their own expense. This maintenance includes, but is not limited to, adjustments to the derailluer, brake, and bearings, tire and tube repair or replacement, or any other adjustments, maintenance, or repair that might be required to maintain the bicycle in safe operating condition.

The shop agrees to return the bike at the end of the rental period, and agrees to pack and ship the bicycle in the same packing the bike was received in, or in packing well suited for the job. The shop agrees to pay all shipping and insurance costs to return the bike to us, as well as the invoiced shipping cost for transit from ATP, Inc to the shop. In the event the original packaging is not in the condition to make reasonable assurances of a safe transit, ATP, Inc. will provide packing boxes free of charge.

Owner Name (please print) _____

Signature and date _____

ATP, Inc - P.O. Box 249 - Mountlake Terrace - WA - 98043

FAX - 425-673-4668

Dealer Business Application

All information will be held in the strictest confidence

Advanced Transportation Products Inc (ATP) sells its bikes and accessories through qualified bicycle retailers only. Please complete and return to ATP the following application before your first order. You can tear out or photocopy this form, or call us for additional copies.

All orders are COD unless otherwise specified. After a firm business relationship with ATP is established you will be considered for net 30 day terms.

All first bike orders with ATP will be COD cash only (cash, cashier's check or money order). Subsequent orders, after receipt of completed business application, will be sent COD company check.

Name of firm: _____	
Mailing Address: _____	City _____ State _____ Zip _____
Delivery Address: _____	City _____ State _____ Zip _____
Phone Number: _____	Fax Number: _____
E-Mail Address: _____	
Resale/Tax I.D. Number _____	Business License Number _____
Store Square Footage: _____ Years in Business: _____ Number of Stores: _____	
Brands of Recumbent Bicycles Sold: _____	
Other Brands of Bicycles Sold: _____	
Assessories Lines: _____	
Number of Bicycles Sold Per Year: _____ Number of Bicycles in Stock: _____	

Corporation <input type="checkbox"/>	Partnership <input type="checkbox"/>	Individual <input type="checkbox"/>
Name of Principal(s) _____	SSN _____	Phone: _____
Address of Principal(s) _____		
Name of Principal(s) _____	SSN _____	Phone: _____
Address of Principal(s) _____		
Name of Principal(s) _____	SSN _____	Phone: _____
Address of Principal(s) _____		
Personal Reference: _____	Relationship: _____	
Reference Address: _____	Phone: _____	

Dealer Business Application

Checking <input type="checkbox"/>	Savings <input type="checkbox"/>	<input type="checkbox"/> Loan
Bank : _____	Account Number: _____	
Bank Address: _____	Phone: _____	
Credit Reference: _____	Account Number: _____	
Address: _____	Phone: _____	Fax: _____
Credit Reference: _____	Account Number: _____	
Address: _____	Phone: _____	Fax: _____
Credit Reference: _____	Account Number: _____	
Address: _____	Phone: _____	Fax: _____

All sales are C.O.D. unless otherwise specified. If an item is refused, or is returned without prior approval, all shipping charges and an additional 20% restocking fee will be charged to the shop. All returned checks are subject to a \$25.00 fee. No additional orders will be processed until restocking, shipping or bad check charges are paid. In consideration of extension of credit, I/We agree to make payment in full to Seller for all amounts due according to Seller's invoice(s). I/We agree to pay to Seller as interest, an amount equal to 1 1/2 % per month (18% a year) or the maximum provided by law (whichever is less) for invoice amounts that are past due. Should action be required to enforce payment of any past-due account, I/We agree to pay all cost including but not limited to Court cost, Attorney's fees, and Collection Agency charges, which may be incurred or expended. I/We certify that all the information on this form is correct. I/We fully understand your terms and agree to the proper payment in consideration of extended credit. I/We have received a copy of A.T.P.'s policies and procedures and personally agree to abide by them. I/We authorize the release of bank and credit reference information to Advanced Transportation Products, Inc. (Seller), for the purpose of obtaining an open line of credit.

Signature: _____ Date: _____

Please Print Name and Title: _____

ATP, Inc - P.O. Box 249 - Mountlake Terrace - WA - 98043

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